

Marketing & Communications Intern

GENERAL PURPOSE OF THE POSITION:

The Communications Intern position is responsible for supporting the Communication and Outreach Lead coordinating effective communications and messaging to promote all RUW activities, events, initiatives and impact. The position will work closely with both the Resource Development and Community Impact departments to assist in creating, planning and coordinating special events, ensure brand stewardship, and creating and distributing a wide variety of printed and digital content to effectively communicate to both internal and external constituents - staff, volunteers, donors, funders and partners.

FLSA STATUS: Nonexempt (P/T, temporary)

REPORTS TO: COMMUNICATIONS & OUTREACH LEAD

PRINCIPAL DUTIES AND RESPONSIBILITIES:

Content Creation & Writing: Research and write content for the RUW website, newsletters, and other digital platforms. Ensure messaging reflects RUW's impact, particularly in relation to ALICE (Asset Limited, Income Constrained, Employed), Education, Financial Stability, and Healthy Living.

Social Media Management: Assist in planning and managing RUW's social media content calendar across platforms (Facebook, Instagram, LinkedIn, Twitter). Create engaging static and video posts that align with RUW's brand voice and strategic goals. Monitor and report on performance metrics.

Event Support: Assist with the promotion and planning of RUW's events, including event preparation, on-site support, and post-event follow-up. Contribute to the creation of promotional materials and branded assets for these events.

Fundraising Support: Assist the Resource Development team by creating content and performing administrative tasks to support donor engagement efforts. This includes helping to develop materials that align with RUW's "Ask, Thank, and Inform" strategy to effectively communicate with and recognize donors and supporters.

QUALIFICATION REQUIREMENTS:

- **Strong Written Communication:** Excellent writing skills with the ability to create clear, compelling content for various audiences and platforms.
- **Social Media Proficiency:** Familiarity with social media platforms, including Facebook, Instagram, LinkedIn, and Twitter, and ability to create and post platform-specific content.
- **Graphic Design Skills:** Intermediate knowledge of Canva required



- **Research and Analytical Skills:** Ability to conduct research, analyze social media performance data, and assist with reporting.
- **Attention to Detail:** Strong organizational skills, accuracy in content creation, and consistency in branding.
- **Adaptability:** Ability to manage multiple tasks, meet deadlines, and adapt to a fast-paced, mission-driven environment.
- **Community-Focused:** A genuine interest in making a difference in the lives of others and contributing to the well-being of the community.
- Ability to use Microsoft Office applications
- Must be flexible and willing to work in the rare event a project or event runs in the evening or on a weekend.

EDUCATIONAL PREREQUISITES:

- High School Junior or Senior or above
- A major in Marketing, Communications, Public Relations, Business, or English a plus

PHYSICAL & MENTAL DEMANDS:

This role requires extended periods of time working on a laptop for content creation, research, and social media management. Additionally, may be required to lift and transport branded merchandise, marketing materials, or event supplies weighing up to 50 lbs.

PROFESSIONAL EXPECTATIONS:

- Maintains confidentiality of agency, donor, client and volunteer records
- Works as a team member with staff and volunteers
- Complies fully with corporation's Code of Ethics
- Completes all assigned responsibilities in a timely manner

TECHNOLOGY EXPECTATIONS:

- RUW will provide a laptop computer with a docking station to allow for flexibility and remote work, when necessary.